

JOB OPPORTUNITY

Position: **Content & Communications Specialist**
Reporting to: Vice President, Communications & Marketing
Term: Full time
Hours: 9 am – 5 pm
Location: 20 Eglinton Ave West, Toronto

Overview

The Content & Communications Specialist will support the Communications & Marketing department primarily through content generation / management and media relations.

Key Responsibilities

- Manage the strategic development of content on a variety of investment topics
- Write and / or edit a range of marketing and regulatory reports, including brochures, thought pieces, scripts, fund commentaries, MRFPs, presentations, and event summaries
- Lead digital initiatives, including website management and enhancement, analytics, SEO, email campaigns, and social media oversight and monitoring
- Track industry trends and competitive activity as they pertain to content marketing, and help inform on best practices
- Manage media relations outreach efforts, including
 - Building and maintenance of media contact list
 - Development and maintenance of event calendar and potential speaker opportunities
 - Crafting of appropriate messaging (inbound) and idea generation / pitching (outbound)
- Develop ongoing measurement of content use and value; set goals and report on effectiveness
- Support key stakeholders to optimize the effectiveness of communications and ensure consistency of brand and messaging

Requirements

- Post-secondary education, preferably with a focus on Journalism, Marketing or Communications
- Good knowledge of mutual funds and other investment products; completion of the CSC is an asset
- 5+ years of communications / content experience, ideally within the Financial Services industry
- Working knowledge of SEO best practices and techniques
- Strong verbal and written communication skills and exceptional attention to detail
- Proficiency with Microsoft Office
- Ability to prioritize tasks and work well under pressure to meet tight deadlines
- A team player with a strong work ethic and a positive attitude

To apply, send your resume to careers@beutelgoodman.com

Deadline for submission: February 8, 2019